

I hereby certify that this correspondence is being filed via  
EFS-Web with the United States Patent and Trademark Office  
on January 27, 2010.

PATENT  
Attorney Docket No.: 026014-002301US  
Client Ref. No.: REG00544 2003 PT

TOWNSEND and TOWNSEND and CREW LLP

By: /Shelley Reames/

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Nathaniel Blake SCHOLL

Application No.: 10/748,694

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR  
PLACING ADVERTISEMENTS BASED  
ON SELECTION OF LINKS THAT ARE  
NOT PROMINENTLY DISPLAYED

Customer No.: 20350

Confirmation No. 2002

Examiner: RETTA, YEHDEGA

Technology Center/Art Unit: 3622

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed October 29, 2009, please enter the  
following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this  
paper.

**Remarks/Arguments** begin on page 7 of this paper.